

## CLAIM AMENDMENTS

### Claim Amendment Summary

#### **Claims pending**

- Before this Response: Claims 1-23.
- After this Response: Claims 1-23.

**Canceled or Withdrawn claims:** none.

**Amended claims:** none.

**New claims:** none.

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### Claims:

1. (ORIGINAL) A method for facilitating the on-line auction of one or more services, the method comprising:

obtaining a service item for auction;

providing a rating for the service item based upon a common rating scale;

managing an on-line auction for the service item, wherein the managing comprises:

receiving on-line bids for the service item in terms of rating units rather than monetary units;

closing the on-line auction for the service item;

indicating one or more winning bids and one or more winning bidders.

1           2.    (O R I G I N A L)   A method as recited in claim 1 further  
2 comprising receiving compensation from one or more members of a group  
3 selected from an auction bidder, an auction participant, a service seller, a service  
4 buyer, a service item placer, and a member of an auction.

5  
6           3.    (O R I G I N A L)   A method as recited in claim 1 further  
7 comprising facilitating real-time provision of the service item for the one or more  
8 winning bidder, wherein the real-time provision of the service item occurs  
9 proximally near in time to the closing.

10  
11          4.    (O R I G I N A L)   A method as recited in claim 1, wherein the  
12 obtaining further comprises receiving information related to the service item via a  
13 communications network.

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15          5.    (O R I G I N A L)   A method as recited in claim 1, wherein the  
16 managing further comprises receiving real-time bids for the service item via a  
17 communications network.

18  
19          6.    (O R I G I N A L)   A method as recited in claim 1, wherein the  
20 service item is a service.

21  
22          7.    (O R I G I N A L)   A method as recited in claim 1, wherein the  
23 service item may have a high degree of variation in valuation.  
24  
25

1           8.    (O R I G I N A L )    A method as recited in claim 1, wherein the  
2 service item has a time sensitive valuation.

3  
4           9.    (O R I G I N A L )    A method as recited in claim 1, wherein the  
5 service item has a time sensitive valuation and is selected from a group consisting  
6 of:

- 7           • advertising;
- 8           • advertising in movie houses;
- 9           • advertising in broadcast media;
- 10          • advertising on the radio;
- 11          • advertising on television;
- 12          • advertising on an Internet Web site;
- 13          • brokerage and financial services;
- 14          • advertising in printed publications.

15  
16          10.   (O R I G I N A L )    A method as recited in claim 1, wherein the  
17 service item has a time sensitive value, such service is intended to be performed  
18 for or by the one or more winning bidders.

1           **11. (ORIGINAL)**   An on-line marketplace for auctioning services,  
2 the marketplace comprising:

3           a services auction-block computing system configured to obtain a service  
4 item for auction;

5           a services rating computing system configured to provide a rating for the  
6 service item for auction based upon a common rating scale;

7           an auctioneer computing system configured to manage an on-line auction  
8 for the service item.

9  
10           **12. (ORIGINAL)**   A system as recited in claim 11, wherein the  
11 auctioneer computing system is further configured to:

12           receive on-line bids for the service item in terms of rating units rather than  
13 monetary units;

14           close the on-line auction for the service item;

15           indicate one or more winning bids and one or more winning bidders.

16  
17           **13. (ORIGINAL)**   A system as recited in claim 11, wherein the  
18 service item is a service.

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20           **14. (ORIGINAL)**   A system as recited in claim 11, wherein the  
21 service item may have a high degree of variation in valuation.

22  
23           **15. (ORIGINAL)**   A system as recited in claim 11, wherein the  
24 service item has a time sensitive valuation.

1           **16. (ORIGINAL)** A system as recited in claim 11, wherein the  
2 service item has a time sensitive valuation and is selected from a group consisting  
3 of:

- 4           • advertising;
- 5           • advertising in movie houses;
- 6           • advertising in broadcast media;
- 7           • advertising on the radio;
- 8           • advertising on television;
- 9           • advertising on an Internet Web site;
- 10          • brokerage and financial services;
- 11          • advertising in printed publications.

12  
13           **17. (ORIGINAL)** A system as recited in claim 11, wherein the  
14 service item has a time sensitive value, such service is intended to be performed  
15 for or by the one or more winning bidders.

16  
17           **18. (ORIGINAL)** A computer-readable medium having computer-  
18 executable instructions that, when executed by a computer, performs a method for  
19 facilitating the on-line auction of one or more services, the method comprising:

20           obtaining a service item for auction;

21           providing a rating for the service item based upon a common rating scale;

1 managing an on-line auction for the service item, wherein the managing  
2 comprises:

3 receiving on-line bids for the service item in terms of rating units  
4 rather than monetary units;

5 closing the on-line auction for the service item;

6 indicating one or more winning bids and one or more winning  
7 bidders.

8  
9 **19. (ORIGINAL)** A computer-readable medium as recited in  
10 claim 18, wherein the service item is a service.

11  
12 **20. (ORIGINAL)** A computer-readable medium as recited in  
13 claim 18, wherein the service item may have a high degree of variation in  
14 valuation.

15  
16 **21. (ORIGINAL)** A computer-readable medium as recited in  
17 claim 18, wherein the service item has a time sensitive valuation.

18  
19 **22. (ORIGINAL)** A computer-readable medium as recited in  
20 claim 18, wherein the service item has a time sensitive valuation and is selected  
21 from a group consisting of:

- 22 • advertising;
- 23 • advertising in movie houses;
- 24 • advertising in broadcast media;
- 25 • advertising on the radio;

- advertising on television;
- advertising on an Internet Web site;
- brokerage and financial services;
- advertising in printed publications.

23. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive value, such service is intended to be performed for or by the one or more winning bidders.

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